REP HEADLINE# 6187370 TRF# 321599 \$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206 FAX# 215 564 1103
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

FROM REP AUG9/12 13.55
CHANGES *** WPXI-TV ***

| AGENCY PRODUCT 38 S 800P-900P PROGRAM: WHO DO RA35+: 3.0 CON COM1: WHO DO | | * K | CITY TAX ST. LEP: TO NSM/NSA FR LINDSEY FOR M4-6 OK TTLS \$42,325 | T DATES | PRDCT NRCC 8/31 | | | AGY # 02711 AGY. | ADV # 13937 ADV. |
|---|--------------------------------------|----------------------------|---|--------------|---|----------------------|------------------|------------------------------------|-----------------------|
| DO YOU THINK? | RIOD : LGTH : SEC : | A CASH IN ADVANCE SCHEDULE | CHERYL CO-OP | SEP6/12 WK-1 | CONTRACT # 6187370 EST#2596 COMMENTS: (L | ALEXANDRIA, VA 22314 | 815 SLATERS LANE | NAME NAT'L MEDIA RESEARCH PLANNING | ADV. NAME ISS/NRCC-IE |
| 0.00 8/31 8/31 | RATE : START : END : : DATE : DATE : | **** | BILLING NEEDED | | CLASS: NATL. | | SALES PRSN | ANNING PLAC BUYER NAME | REP.# |
| 0 FRI | SPTS: WEEK : DAYS /WK: INVT : | | DATE AUG9/12 | | L. LOCAL REGIONAL | | WA- CHERYL BLAIR | BEN ANGLE | OFF.# 18 SALESMAN # |
| 0 | :TOTL: | | 13.55 | | | | | | |

REP HEADLINE# 6187370 TRF# 321599 \$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$

REP: TEL# 215-564-1206 FAX# 215-564-1103 CREDIT ADVISORY: AGENCY CREDIT RISK !!! ORDER WORKSHEET HARRIS REPORT FROM REP /

AUG9/12 13.55

| MS | M4 | STATI | | | | | | | | | | : LINI |
|---|--|---|------------|---------------------------------|-------------|--|--------------|---------------------------------|---------------|--|-------------|---------------|
| OK 'D | OK.D | RA35+ : RA35+ : ORD COM1: ORD COM2: THIS IS A STATION MAKEGOOD | 5 8 | PROGRAM RA35+ CON COM | ហ | PROGRAM RA35+ ORD COM ORD COM THIS IS | 57 | PROGRAM: RA35+ : CON COM1: | 49 | PROGRAM RA35+ ORD COM ORD COM THIS IS | 5 6 | : LINE#:REP : |
| BUY#49 | в0Y#38 | | 70 | AM: | S 730P-800P | GRAM: AGT 5+: 7.2 COM1: TIME CHG COM2: SPTS ARE S IS A MAKE-GOOD | A 800P-1000P | CAM : AGT : 7.2 COM1: AGT | S 1000F-1100P | : AGT : 3.0 1: PRG 2: SPT A MAKE- | A 800F-900F | :CD: TIME |
| MISSED:TUE/ OFFER:TUE/ CMT:TIME | 3 | IS BOOKED- | 30P | WHEEL-FORTNE< 4.3 WHEEL-FORTNE< | 400 | CHG ARE BOOKED- ' | 400p | | 11005 | AGT 3.0 PRG CHG- AGT SPT IS BOOKED- MAKE-GOOD FOR AU | 400 | PERIOD : |
| MISSED: TUE/1000P-1100P OFFER: TUE/800P-1000P CMT: TIME CHG CMT: SPIS ARE BOOKED- | MISSED: FRI /800P-900P OFFER: FRI /800P-900P CMT: PRG CHG- AGT CMT: SPT IS BOOKED- | JEOP 4.3 JEOP SPT IS BOOKED- THX JEN MAKE-GOOD FOR SEP5 ON LINE-55 OFFERS: | 30 | | 30 | - THX JEN P4 ON LINE-49 | 30 | | 30 | O- THX JEN AUG31 ON LINE-38 | 30 | LGTH : SEC |
| D- THX JEN | - тнх јем | FOR 1 | \$1,250.00 | | \$1,250.00 | FOR 2 | \$2,000.00 | | \$2,000.00 | FOR 1 | \$1,000.00 | RATE |
| SEP4 (2/WK) SEP4 (2/WK) | AUG31 AUG31 | SPOT/WK | 9/5 | | 9/5 | SPOTS/WK | 9/4 | | 9/4 | SPOT/WK | 8/31 | : START |
| | | | 9/5 | | 9/5 | | 9/4 | | 9/4 | | 8/31 | : END |
| 30S | 30S | | ۲ | | 0 | | N | | 0 | | ۲ | :SPTS: |
| \$2,000.00 \$2,000.00 | \$1,000.00 \$1,000.00 | | 2 | | | - | 2 | _ | | 1 | 3 | S: WEEK |
| | | | MED | | WED | | TUE | | TUE | | FRI | |
| (AUG9/12) PLS ADVISE. | (AUG9/12) PLS ADVISE. | | | | | | | | | | | DAYS |
| • | • | | ٣ | | 0 | | N | , | 0 | | - | :TOTL: |

REP: TEL# 215-564-1206

REP HEADLINE# 6187370 TRF# 321: \$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$

TRF# 321599

CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

CHANGES AUG9/12 13.55

STATION MAKEGOOD OFFERS: :LINE#:REP OK 'D :LINE#: .. G BUY#55 TIME PERIOD MISSED:WED/730P-800P OFFER:WED/700P-730P CMT: JEOP •• LGTH ** SEC .. RATE SEP5 START DATE END : 30S : /WK: INVT \$1,250.00 \$1,250.00 (AUG9/12)
PLS ADVISE. DAYS :SPTS: : TOTL:

SEP/12

42325.00

CMT:SPT IS BOOKED- THX JEN

CONTRACT TOTAL

TOTAL SPOTS 42325.00

MARKET TOTALS \$142,500 WPXI 25% KDKA 34% **WTAE 24% WPGH 17%** CABL 0% WPCW 0% %O YMAM

SVC- NSI DEMOS- RA35+*

P-CLASS, PLAN, SECT MOD CODE A-ADD B-BUY TYPE Q-PAID PGM C-CANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE E-EFF DATES T-TIME X-LATE L-LENGTH Y-DAYS M-MAKEGOOD N-PROGRAM NAME Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6187370 TRF# 321599 \$\$\$ MOD# 2: APPROVED REV #1 \$\$\$

RED: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
HARRIS REPORT FROM STATION AUG9/12

11.38

CITY TAX FLIGHT DATES AUG31/12 ORDER AGY # 02711 ADV PRDCT 13937 NRCC 8/31 AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC ADV. STATE TAX NAME SEP6/12 WK-1 ISS/NRCC-IE ALEXANDRIA, VA 22314 815 SLATERS LANE EST#2596 COMMENTS: CONTRACT # 6187370 CO-OP BILLING NEEDED (LINE, ORDER, INVOICE) CLASS: NATL. SALES PRSN WA-BUYER NAME REP.# BEN ANGLE OFF.# 18 CHERYL LOCAL DATE AUG9/12 BLAIR REGIONAL SALESMAN *** WPXI-TV *** 11.38

STA: REP: TTLS \$42,325 REVISED ORDER PLEASE CONFIRM, THANKS! TO NSM/NSA FR LINDSEY FOR CHERYL

CON CM THIS IS A CASH IN ADVANCE SCHEDULE *****

| M6 UNRESL BUY#55 MISSED:WED/OFFER:WED/CMT:JEOP | M5 UNRESL BUY#49 MISSED:TUE/1000 OFFER:TUE/800P CMT:TIME CHG CMT:SPTS ARE | STATION MAKEGOOD OFFERS: M4 UNRESL BUY#38 MISSED:FR: CMT:PR: CMT:SP: | | | | |
|--|---|--|--|--|--|--|
| 730P-800P 700P-730P IS BOOKED- THX JEN | P-1100P -1000P -BOOKED- THX JEN | MISSED: FRI/800P-900P AU OFFER: FRI/800P-900P AU CMT: PRG CHG- AGT CMT: SPT IS BOOKED- THX JEN | | | | |
| SEP5 30S | SEP4(2/WK) 30S SEP4(2/WK) 30S | AUG31 30S AUG31 30S | | | | |
| \$1,250.00 \$1,250.00 | \$2,000.00 \$2,000.00 | \$1,000.00 \$1,000.00 | | | | |
| (AUG9/12) PLS ADVISE. | (AUG9/12) PLS ADVISE. | (AUG9/12) PLS ADVISE. | | | | |

CONTRACT TOTAL
TOTAL SPOTS 42325.00 50